

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(5 Pages)

Reg. No:

**Question Code No : 25000403 Course Code : 25UECO11/25UEBE11/
25UEBF11/25UECR11**

UG Degree - End Semester Examinations, November 2025

First Semester

B. Com /B.Com Banking and E-Commerce/

B.Com Banking and Finance / B.Com Corporate Secretaryship

Business Communication

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART – A ($10 \times 1 = 10$ Marks)

Answer ALL Questions

Choose the correct answer:

1. A major barrier to effective communication is
 - (a) Clarity of message
 - (b) Noise and distractions
 - (c) Proper feedback
 - (d) Use of simple language

2. Which of the following is not an essential of a good business letter?
- (a) Courtesy (b) Clarity
(c) Ambiguity (d) Conciseness
3. An enquiry is made to assess the financial reliability of a firm is
- (a) Sales enquiry (b) Status enquiry
(c) Order enquiry (d) Complaint enquiry
4. A letter written by a seller for promote products and attract customers is called
- (a) Circular letter (b) Sales letter
(c) Complaint letter (d) Adjustment letter
5. Which of the following is not a type of insurance?
- (a) Life insurance (b) Marine insurance
(c) Fire insurance (d) Profit insurance
6. The main element of good banking correspondence is:
- (a) Vagueness (b) Politeness and clarity
(c) Ambiguity (d) Delay in response
7. The primary duty of a company secretary is
- (a) Writing advertisements (b) Drafting agenda and minutes of meetings

(c) Selling company products (d) Giving personal loans

8. Which of these is not a type of business report?

(a) Routine report (b) Special report

(c) Research report (d) Oral report

9. The main purpose of a resume is

(a) To complain about previous employers

(b) To present educational and career details

(c) To send business enquiries

(d) To apply for insurance claims

10. Which interview technique focuses on problem-solving ability through group discussion?

(a) Panel interview (b) Stress interview

(c) Group interview (d) Telephonic interview

PART – B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Define communication and explain the importance of communication.

(OR)

(b) Explain the process of communication.

12. (a) What are the contents of order letter?

(OR)

(b) State the circumstances in which the circular letters are to be written.

13. (a) Distinguish between life insurance and general insurance.

(OR)

(b) List out kinds of marine insurance policies.

14. (a) What are the duties of a secretary?

(OR)

(b) Draft a specimen of agenda for a board meeting.

15. (a) Classify types of Interviews.

(OR)

(b) How would you create a digital profile for an interview?

PART – C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

16. (a) List out the barriers of communication.

(OR)

(b) Classify the types of verbal communication.

17. (a) Write an order letter to a readymade garments company and ask for a cash discount.

(OR)

(b) Write a fourth stage collection letter to M/S.Ram & Co for the non-payment of Rs.20,000.

18. (a) Write a letter to a bank asking for an overdraft facility of Rs.5,00,000

(OR)

(b) Illustrate the types of agents.

19. (a) What is a report? Explain the kinds of reports.

(OR)

(b) List out the classification of secretarial correspondence.

20. (a) Write an application letter for the post of an accountant with a resume attachment.

(OR)

(b) What are the do's and don't's of the interview process?